



The Alliance for Communications Democracy (ACD)



Aggregate Data on Cable Viewership

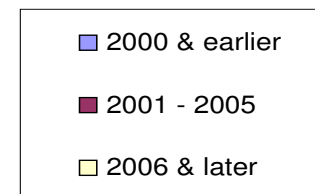
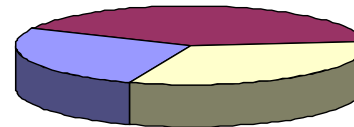
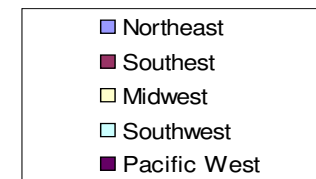
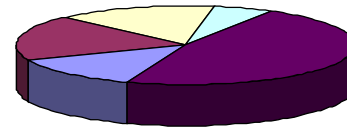
April 2010
Attachment A - GN No. 10-25

Group W
Communications, LLC
603.964.2912
www.groupwcom.com

Purpose/Methodology

ACD requested that Group W Communications compile data gathered from research conducted in PEG communities around the nation to assess to what extent people value local programming, and to compile additional findings that can help advise future media planning.

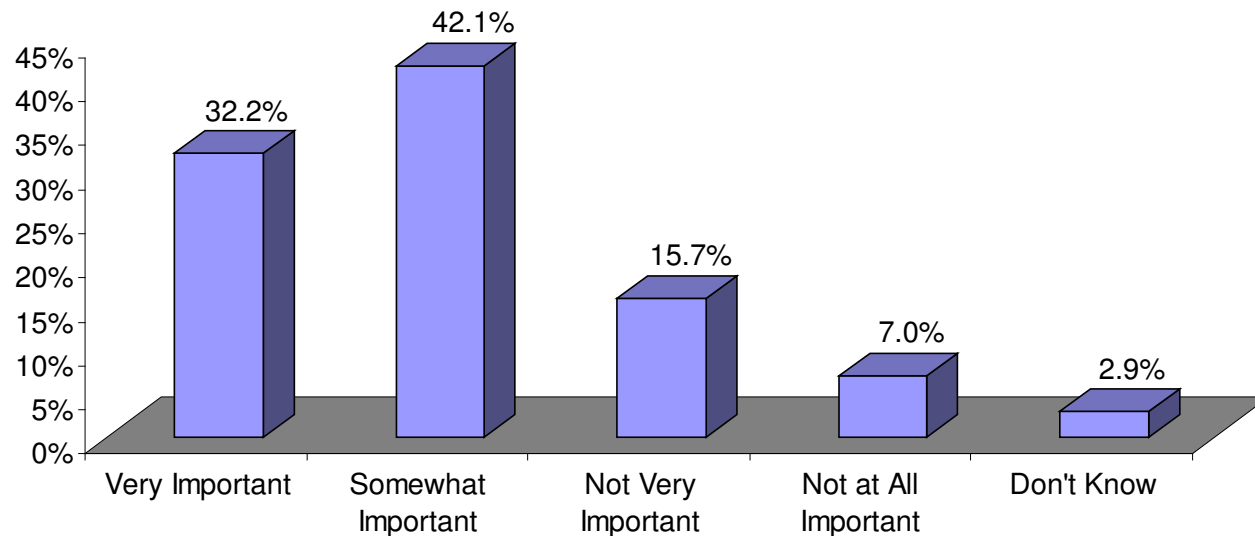
- Comparative and aggregated data based upon sampling in 53 PEG communities
- Geographic distribution:
- Communities' population ranges from 10,000 to over 2 million
- Longitudinal distribution:



Summary of Major Findings

- Cable subscribers place importance on local community programming
 - 74% say it is very or somewhat important
- Cable subscribers value local community programming
 - 59% say \$1 or more each month should be used to create this programming
- Channel location matters
 - As channel numbers increase surfing & browsing decreases
- Digital divide is real and persists
 - Subscribers making less than \$40,000 of annual household income are significantly less likely to access the Internet
 - Just over half as many subscribers over 65 access the Internet as those under 30

74% of cable subscribers believe that local programming is important

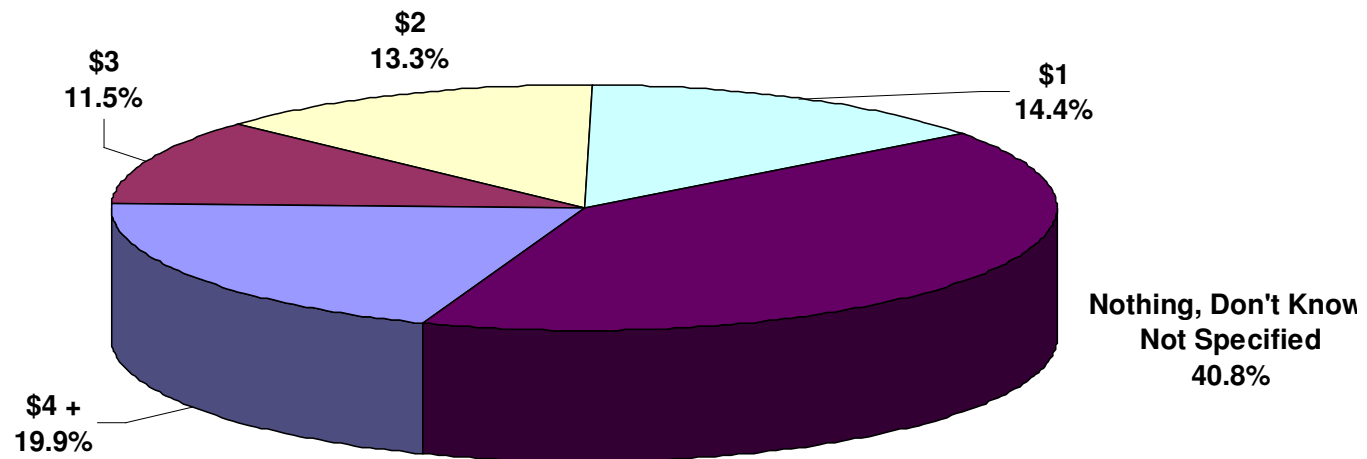


Question -- *How important is it to have cable channels that feature local community programming about organizations, individuals, events, schools, and local government? (combined “very” & “somewhat” important)*

- Aggregate data based upon sampling in 44 communities

Cable subscribers value local programming

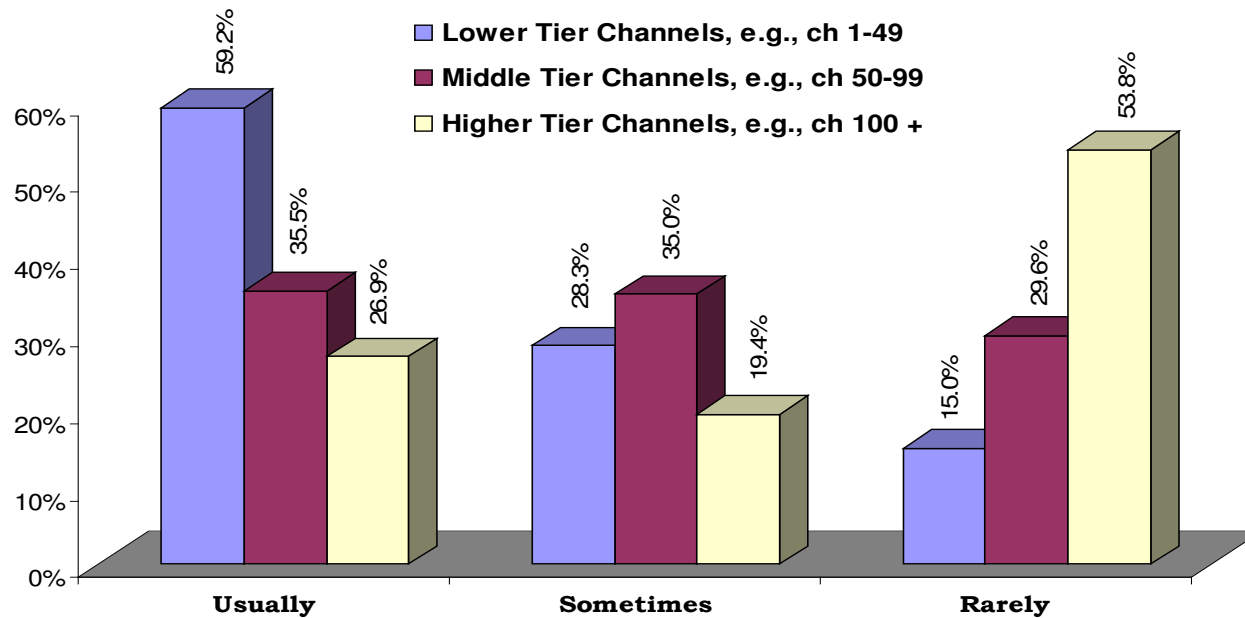
59% of cable subscribers say \$1 or more per month should be used to create local community programming



Question -- How much of your monthly cable bill do you think should be set aside and used to create local community programming about organizations, individuals, events, schools, and local government?

- Aggregate data based upon sampling in 29 communities

As channel numbers increase, surfing behavior decreases

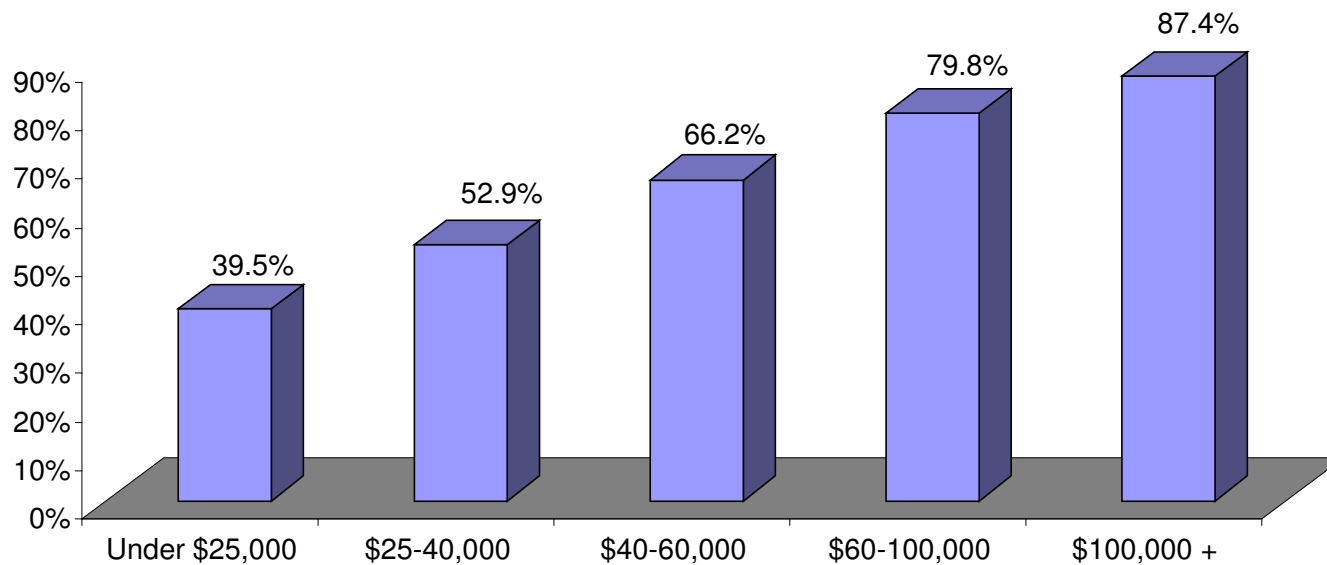


Question -- Cable companies now offer hundreds of channels of video programming. Please think about your viewing habits for a moment, and estimate how often you watch programs that are shown on:

- Preliminary data based upon sampling in four communities

Digital divide is real & persists

Subscribers making less than \$40,000 of annual household income are significantly less likely to access the Internet

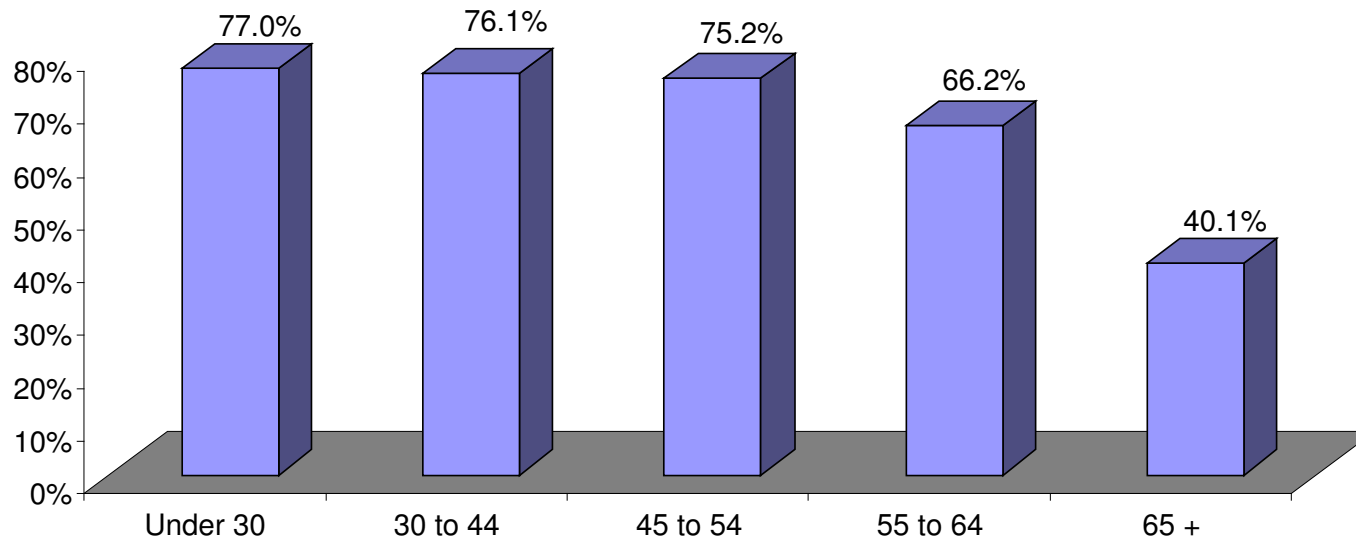


Percent of cable subscribers that access the Internet by Household income

- Aggregate data based upon sampling in 45 communities

Digital divide is real & persists

Just over half as many subscribers over 65 access the Internet as those under 30



Percent of cable subscribers that access the Internet by Age

- Aggregate data based upon sampling in 44 communities